

CLAIMS

I claim:

1. A method for providing a mobile device with content from a destination server, comprising the steps of:

5 (1) receiving, at a network element, information associated with content that a user of said mobile device wishes to obtain from a network;

(2) translating said information, as necessary, into a request message comprising a request for said content;

10 (3) transmitting said request message from said network element to said destination server; and

(4) transmitting a response to said request message from said destination server to said mobile device;

wherein said information in step (1) is transmitted from said mobile device prior to completion of a link layer negotiation between said mobile device and a peer on a network
15 whereby said content may be provided to said mobile device in an efficient manner.

2. The method of claim 1, wherein steps (1), (2) and (3) are performed during said link layer negotiation.

3. The method of claim 1, wherein said information is provided to said network element in a Link Control Protocol (LCP) packet.

4. The method of claim 3, wherein said link layer negotiation comprises a PPP link establishment negotiation and wherein said LCP packet comprises an LCP-Discard Request packet.
5. The method of claim 4, wherein said information comprises data provided in the data field of said LCP-Discard Request packet.
6. The method of claim 1, wherein said information comprises data obtained from a user operating a user interface on said mobile device prior to the mobile device initiating a connection to said network.
7. The method of claim 1, wherein said information comprises a sequence of one or more alpha-numeric characters.
8. The method of claim 1, further comprising the step of performing a user profile look-up in response to receiving said information.
9. The method of claim 1, wherein said request message to said destination server is sent by said network element and includes a source address field, and wherein said source address field is filled in with an address of said mobile device, and wherein said response to said request message is sent directly from said destination server to said mobile device.

10. The method of claim 1, wherein said information is translated to an HTTP Get Request message by said network element, said HTTP Get Request message is transmitted by said network element to said destination server.

11. The method of claim 1, wherein said network element comprises an event agent comprising a logical entity receiving and translating said information, and wherein said event agent is managed by a cellular data service provider.

12. The method of claim 11, wherein said event agent is embodied in software and integrated with other network element managed by said cellular data service provider.

13. The method of claim 1, wherein said network agent comprises a packet data serving node.

14. Apparatus for facilitating the delivery of content from a destination server to a mobile device in an efficient manner, comprising:

one or more machine readable storage media storing a set of instructions for execution by one or more processors, said set of instructions comprising instructions:

(a) for translating information, sent by said mobile device prior to completion of a link layer negotiation, into a request message, said information associated with content that a user of said mobile device wishes to obtain from a network;

(b) for relaying said request message to said destination server; and
(c) for inserting into a source address field in said request message an address of said mobile device, wherein a response message from said destination server may be directed to said mobile device.

15. The apparatus of claim 14, wherein said instructions are executed by an event agent managed by a provider of cellular data service.

16. The apparatus of claim 14, wherein said instructions are executed in a packet data serving node.

17. The apparatus of claim 14, wherein said link layer negotiation comprises a PPP link establishment negotiation and wherein said information is contained in a LCP-Discard Request packet.

18. The apparatus of claim 14, wherein said information comprises data obtained from a user operating a user interface on said mobile device prior to initiating a connection to said network.

19. The apparatus of claim 14, wherein said information comprises a sequence of one or more alpha-numeric characters and wherein said alpha-numeric characters are translated into a network address associated with said content.

20. In a mobile device comprising a processing unit, a memory storing software for operation of said device, a display of information and one or more user interface devices for entering information or selections, the improvement comprising:

providing in said software instructions for allowing a user to enter a shortcut code associated with a particular network destination that the user desires to access when connecting said mobile device to a network;

and further providing in said software communications instructions wherein said code is transmitted to an entity in said network prior to completion of a link layer negotiation,

whereby said code may be processed by said entity in said network during the process of conducting said link layer negotiation.

21. The improvement of claim 20, wherein said code comprises a sequence of one or more alphanumeric characters.

22. The improvement of claim 20, wherein said link layer negotiation comprises a PPP link establishment negotiation and wherein said code is contained in an LCP-Discard Request packet.

23. The method of claim 1, wherein said network entity comprises an event agent that is managed by an entity that is not a provider of cellular data service.

24. The apparatus of claim 14, wherein said instructions are executed by an event agent that is managed by an entity that is not a provider of cellular data service.